

OUR TEAM & CORE VALUES

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**SEED PLANNING
MEDICAL BUSINESS UNIT**

MEET OUR TEAM



YOSHI HONDA

Senior Director
Research & Operations
/ Registered Nurse

“With my nursing background, I endeavor to capture both the client’s perspective and field insights. I serve as a trusted bridge between Japan and the global healthcare community, driven by a spirit of true hospitality.”



HAYATO YAMAMOTO

Team co-lead
Senior Research Analyst
/ Moderator

“I conduct interviews that truly reflect both physicians and patients’ thoughts and experiences. My mission is to encourage and inspire my team to reach our full potential together.”



YUKO TWEED

Team co-lead
Senior Research Coordinator

“Drawing on my strength in smooth project operations and client-focused communication, I ensure every client feels supported and every project is executed with thorough attention to detail.”



MASAYO KURIAKI

Senior Research Manager
/ Moderator
/ Registered Nurse

“Building upon my background in nursing and hands-on experience at Seed, I’m dedicated to building a team that our clients can always rely on with peace of mind.”

MEET OUR TEAM



HIROTAKA NISHIMURA

Senior Research Analyst

"Our team's 'let's give it a try' spirit is the driving force that helps us overcome any challenge!"



HARUKA TATSUMI

Senior Research Analyst

"I value every single voice and strive to deliver better research while continuing to grow myself."



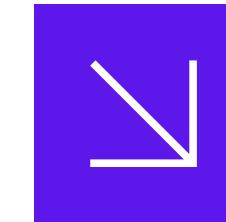
MAI HAYAKAWA

Project Manager

"Having newly entered this field, I now find great fulfillment in taking on client-facing roles, always approaching each task with care to deliver reliable results."

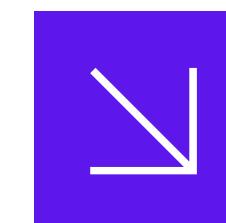
VISION & MISSION

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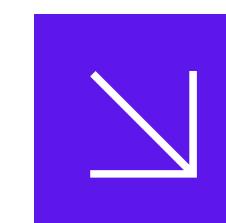
VISION

To be the most trusted research partner connecting global healthcare innovation with the unique insights of the Japanese medical landscape.



MISSION

We deliver culturally nuanced, ethically grounded, and scientifically rigorous insights from Japan's healthcare professionals and patients to empower global decision-making.



CORE VALUES

1. Empathy & Integrity
2. Cultural Understanding
3. Collaborative Excellence

We act with empathy, think with cultural awareness, and work in global partnership.

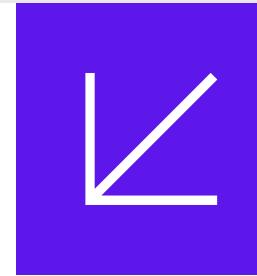
WHAT SETS US APART

OVER 40 YEARS OF EXPERIENCE

As a specialized market research firm with a solid foundation in the Japanese healthcare industry.

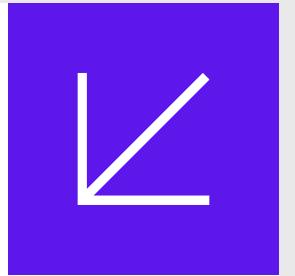
OUR CORE EXPERTISE

Full service Japan projects —from fieldwork only to comprehensive reporting and consultation.



FULLY BILINGUAL TEAM

Every member can manage global communication and projects seamlessly.



UNMATCHED REACH IN JAPAN

- The largest physician and HCP panel in the country
- The widest consumer and patient panels
- Unique access to hard-to-reach rare disease and difficult patient segments through our original channel





Uniting Research Excellence with Industry-leading Interpretation



LAMPS × Seed Planning

The Power of Partnership

*“No matter how brilliant the moderation or how rich the insights,
the true value is only realized when interpretation captures every nuance.”*

A Unique Alliance

Seamless Insight Delivery

Quality Without Compromise

Trusted by Global Pharma

300+
interviews
per year

40+
Global projects
per year

Seed's global medical team collaborates closely with LAMPS to offer bilingual moderators supported by interpreters who cultural consultants that specialize in healthcare and market research, ensuring that the flow, emotion, and insights are fully transmitted to both Japanese and English clients

This partnership elevates the quality—and credibility—of deliverables, giving global research teams peace of mind about meaning fidelity and cultural nuance.

STAY IN TOUCH

We are just an email away!
Contact us for any inquiries.

ESOMAR **EphMRA**

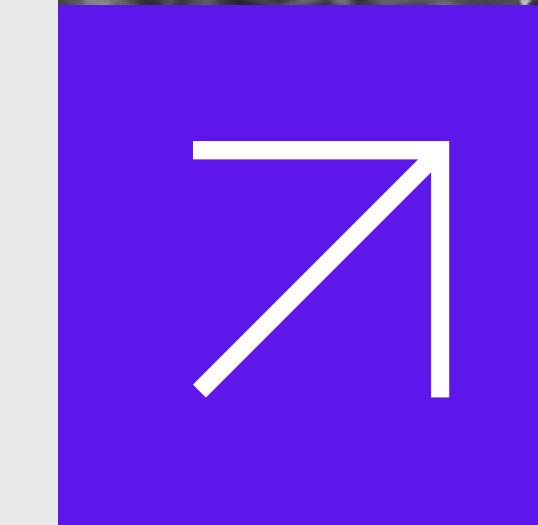


正会員 No.20222

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**SEED PLANNING
MEDICAL BUSINESS UNIT**

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